

Special Meeting Minutes Tempe Historical Museum Advisory Board April 10, 2014

Minutes of the Tempe Historical Museum Advisory Board special meeting recorded as of 2:00 p.m. on April 10, 2014 in the Tempe History Museum Board Room, 809 E. Southern Avenue, Tempe, AZ.

(MEMBERS) Present:

Mary O'Grady Jennifer Wagner Nikki Gusz James Schoenwetter Shirley McKean

City Staff Present:

Barbara Roberts, Deputy Director of Community Services, Cultural and Library Services
Dr. Amy Douglass, Manager, Tempe History Museum
Dan Miller, Exhibits Coordinator
Josh Roffler, Curator of Collections
Jared Smith, Curator of History
Aaron Peterson, Tempe Learning Center Facilitator

Guest(s) Present:

Peggy Moroney, Volunteer History Interpreter
Dan Thompson, Collections Volunteer
Mary Anne Kwilosz, Tempe Historical Society Director
Robert Stahl, Volunteer Researcher
Vic Linoff, Tempe Historical Society Vice President

Carter Rogers, Collections Volunteer and Docent

Agenda Item 1: Call to Order

The meeting convened at 2:00 p.m., Aaron Peterson, Tempe Learning Center Facilitator called the meeting to order.

Agenda Item 2: Status Review

- Aaron Petersen gave an overview of the progress to date.
- General Purpose of the Plan: To touch as many people as possible while maintaining quality:
 - Through repeat and new visits
 - A diversity of people
 - Because this is your history.
- General Themes that support the Purpose:
 - Leveling partnerships
 - Using technical innovations
 - Marketing.
- SWOT analysis outcomes:
 - Use identified strengths to achieve goals.

- o Improve weaknesses which act as limiting factors.
- Seize opportunities to define and achieve goals.
- o Meet threats front and center in planning and implementation.

Agenda Item 3: Prioritization

- Aaron Petersen led a continuation of the discussion begun at the February 6 meeting concerning ranking the list of goals for each functional area of the museum: education, public programs, research and collections.
- Each individual present gave their ranking of the individual goals; the rankings were then averaged to achieve an overall ranking for each goal. Upon discussion, some goals were combined or eliminated entirely.
- The following final list of ranked goals was agreed upon by the group as a whole:

Collections

Reduce the artifact processing backlog	6.9
 2. Strengthen the focus of collections to better fulfill the mission of the museum: a. Conduct a collections needs assessment to determine any gaps in the collections that need to be addressed in order to best fulfill the mission of the museum b. Begin active, targeted collecting in order to address the gaps in the museum's artifact collections c. Deaccession collections or artifacts that do not support the mission of the museum 	8.7
3. Build online collections with images and documentation for more artifacts in order	9.2
to make the collections more accessible to the public	

Exhibits

Maintain a fluid exhibit hall with ongoing changes	7.7
Assessment by weaknesses / Engagement assessment	7.5
3. Revolving exhibit (2 -3 weeks)	7.1
a. Guest curators	
4. Interactive exhibits / Engage with cell phones	8.6
a. Visitor-driven content	
b. Bring more oral history to the exhibit hall to draw visitors into Temperature 1.	e's
history; use oral history to connect visitors with people from the pas	st
5. Bilingual audio tours in Spanish	7.9

Research

1.	Fill in aspects of Tempe's history that are not represented in the oral history	6.0
	collection and are appropriate to oral history	
2.	Create online products and content for research	10.0
	a. Improve accessibility of oral histories online	
	b. Make the oral history program a regional asset through marketing	

Events

Increase repeat visitation	9.3
2. Draw in new audiences	9.2
Increase community-produced events	9.0
a. Create a database of current and potential partners	
b. Increase number of joint City of Tempe programs: Library, Vihel Center,	
Diversity Office, TCA, Pyle Center	
4. Broaden event scope – add lessons (other types, participants, activity-based	8.1
workshops, genealogy workshops)	
Generate more visitation at the Petersen House Museum	7.7
a. Produce and host more events on the grounds	

Education

More history interpreters	8.0
Online materials for home-school children	7.0
3. Increase participation through more classes for 4 th and 5 th grade classes	6.0
a. Teacher in-service	
b. Streamline sign-up	
c. Outside funding for busing	
4. Update Wild Wednesday's programming	5.0
5. Adult teaching workshops	7.0

Agenda Item 4: Wrap-Up and Closing

Aaron Peterson indicated that the committee has given the staff direction as far as the
priorities for the strategic plan's goals. It is now the task of the staff to create an outline
of objectives and action items for each goal. This outline will be brought before the
Tempe Historical Museum Advisory board for approval. Prior to the board's approval,
committee members will be given an opportunity to review the outline.

Meeting adjourned at 3:25 p.m.

Prepared by: Dr. Amy Douglass, Tempe History Museum Manager
Jennifer Wagner, Chair, Tempe Historical Museum Advisory Board